

FIG. 1

| STEP | MODE NAME:    | DESCRIPTION  | HARDWARE INVOLVED  |
|------|---------------|--|--|
| 1    | SELECTION     | CUSTOMER LOOKS AT RECENTLY UPDATED "CATALOG" OF AVAILABLE MUSIC SELECTIONS ON HIS TV USING THE GRAPHICAL USER INTERFACE. USE REMOTE TO PAGE THROUGH INFORMATION.   | USER STATION, REMOTE, CUSTOMER TV, STORED CATALOG        |
| 2    | ORDERING      | CUSTOMER USES USER STATION, REMOTE AND TV SCREEN TO ORDER STANDARD OR CUSTOMIZED CD. ORDER COMMUNICATED TO CENTRAL CONTROLLER BY INTERNET OR MODEM. CENTRAL CONTROLLER ISSUES DECODING AND ENCRYPTION KEY(S), SELECTION LOCATIONS AND ORDER NUMBER TO USER STATION FOR PREVIEW.              | USER STATION, MODEM/INTERNET, REMOTE, CUSTOMER TV        |
| 3    | DOWNLOADING   | MUSIC SELECTIONS ARE DOWNLOADED DURING EARLY MORNING TRANSMISSION HOURS AS ENCRYPTED, COMPRESSED FILES THROUGH CUSTOMER'S SATELLITE DISH AND RECEIVER TO HARD DISK IN USER STATION. USER STATION SELECTS CORRECT TV CHANNEL ON RECEIVER USING IR LINK.                                       | USER STATION, SATELLITE RECEIVER, VIDEO OUTPUT INTERFACE |
| 4    | DECODING      | USER STATION USES DECODING KEY(S) TO DECODE DOWNLOADED FILE(S) SO THAT FULL QUALITY MUSIC IS ON DISK DRIVE (OR OTHER STORAGE MEDIUM) IN USER STATION. CUSTOMER ORDER NUMBER IS HIDDEN WITHIN THIS MUSIC BASED UPON ENCRYPTION INFORMATION RECEIVED DURING ORDERING PROCESS.                  | USER STATION   |
| 5    | PREVIEWING    | BRIEF PORTIONS OF DOWNLOADED SELECTIONS MAY BE "PREVIEWED" BY THE CUSTOMER ALONG WITH THE ENTIRE SELECTION THAT HAS BEEN "HOBBLED" BY REMOVING INFORMATION TO DEGRADE MUSIC QUALITY AND PREVENT RECONSTRUCTION OF MUSIC.   | USER STATION, REMOTE, CUSTOMER'S AMP, SPEAKERS AND TV    |
| 6    | PLAYING       | CUSTOMER PLAYS FULL-QUALITY SELECTION THROUGH HIS HI-FI OR TV SOUND SYSTEM WITH POST BILLING BACK HIS ACCOUNT VIA LATER MODEM/INTERNET COMMUNICATION WITH THE CENTRAL CONTROLLER. PLAYING MAY INCLUDE GRAPHICS, WRITTEN JACKET INFORMATION, OR HEARING IMPAIRED CUES SHOWN ON CUSTOMER'S TV. | USER STATION, REMOTE, CUSTOMER'S AMP, SPEAKERS AND TV    |
| 7    | CD DELIVERY   | FULL-QUALITY CD THAT CAN BE HEARD ON ANY CD PLAYER IS BURNED WITH ORDER NUMBER (ID TAG) HIDDEN IN THE MUSIC. (BURNING PROCESS DOES NOT NEED TO BE QUICK.)  | USER STATION, CD BURNER, CUSTOMER SUPPLIED CD            |
|      | ACCOUNT SETUP | HAPPENS WHEN CUSTOMER BUYS AND HOOKS UP THE USER STATION.  |  |

FIG. 2

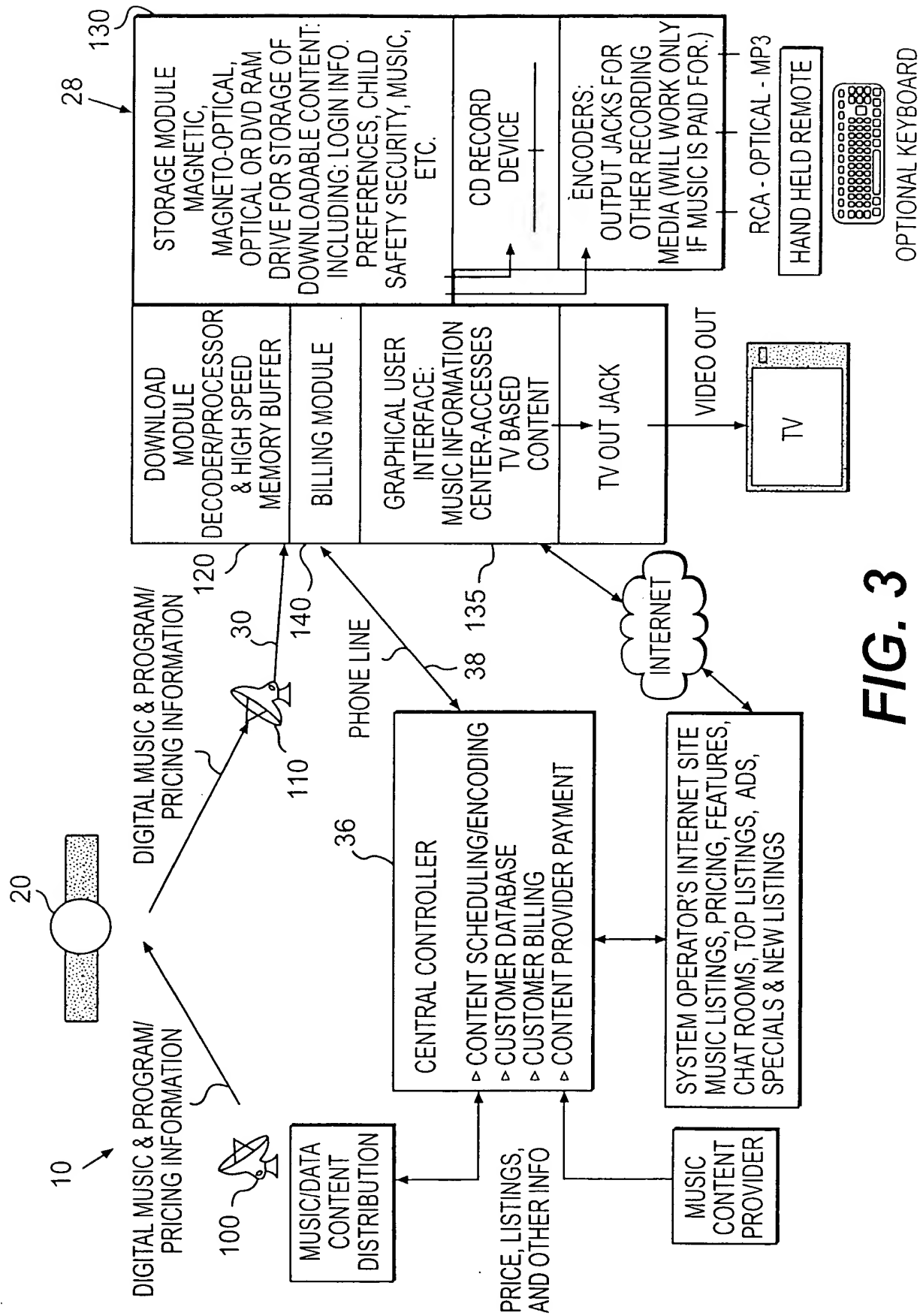


FIG. 3

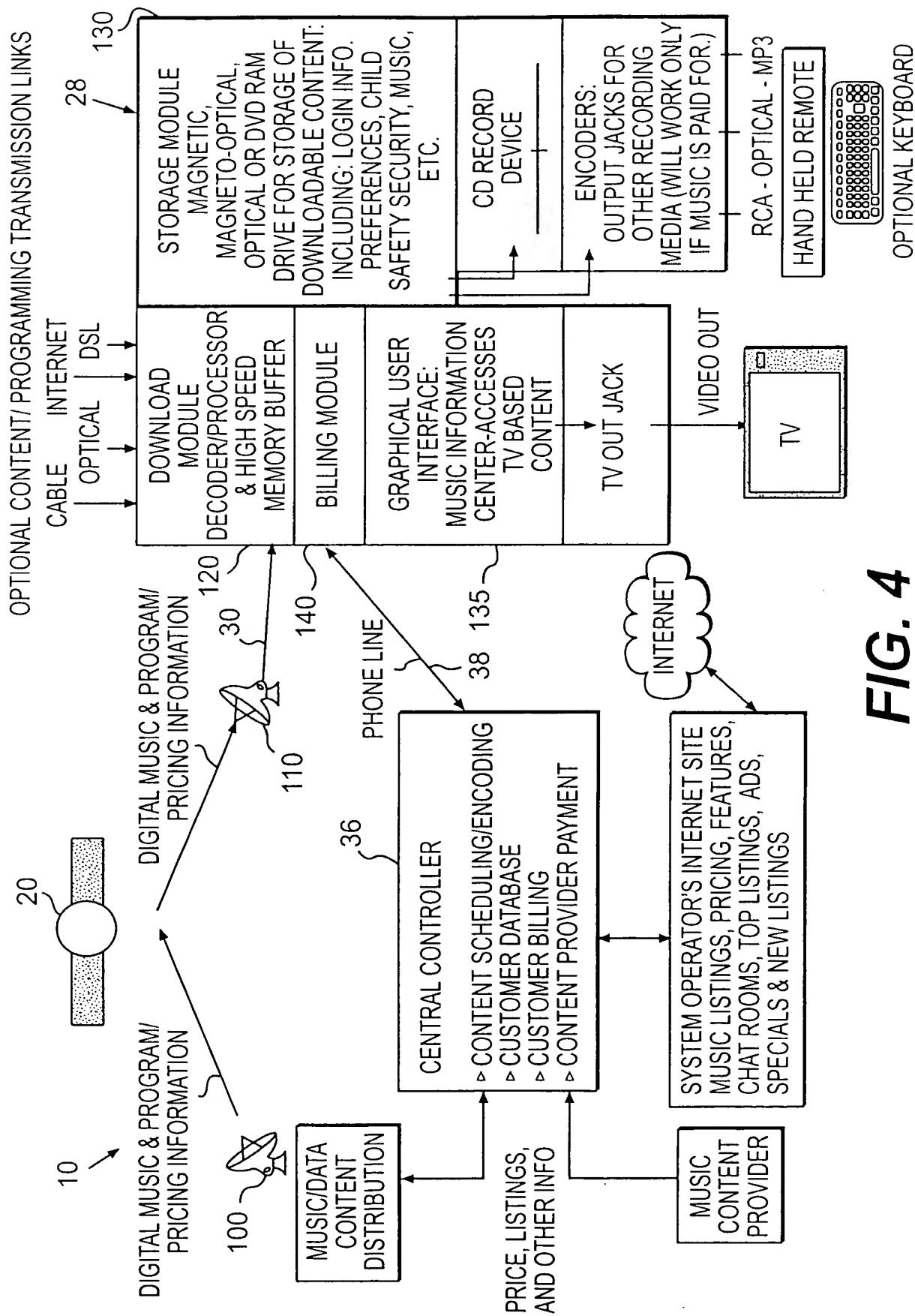
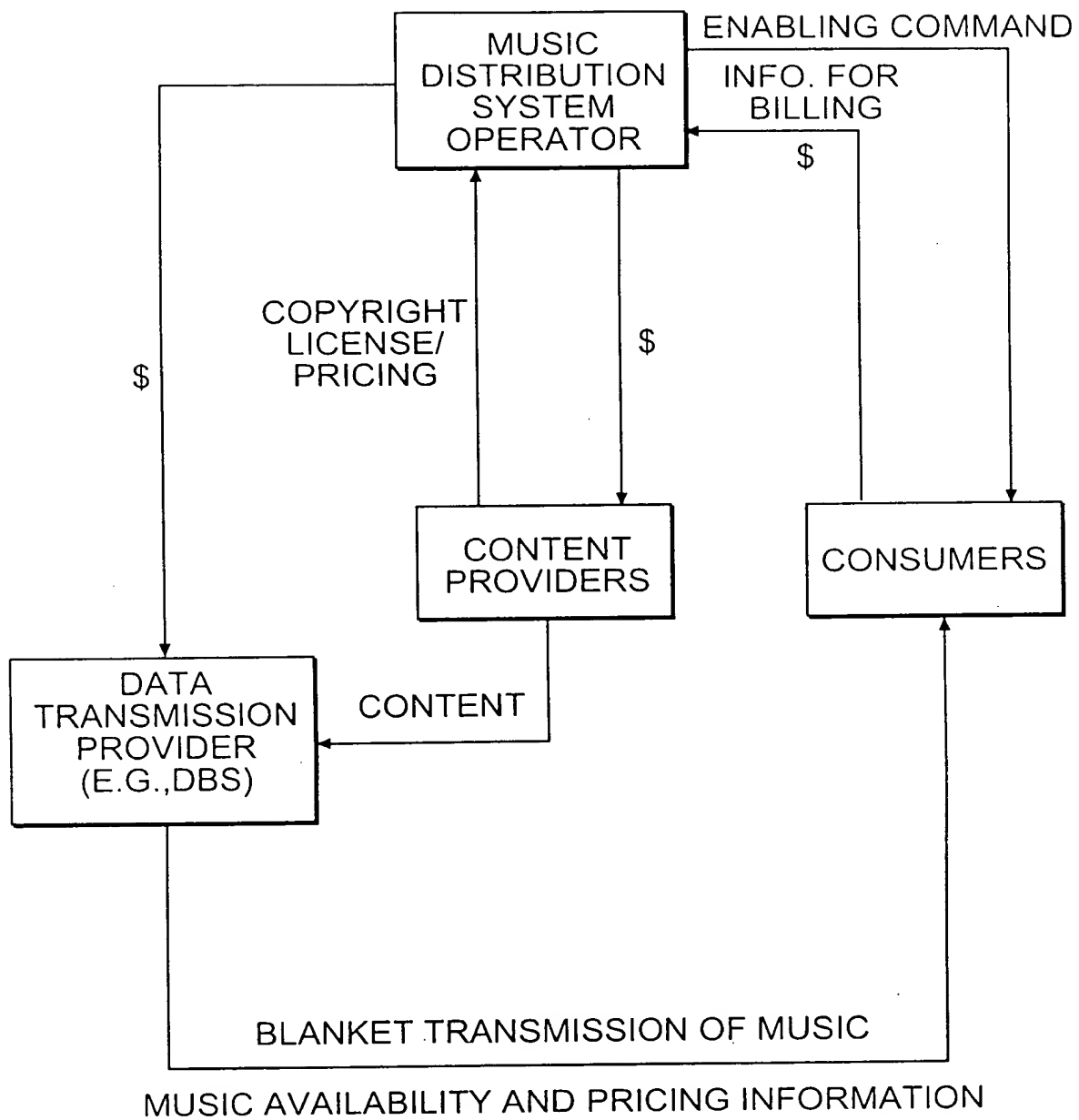
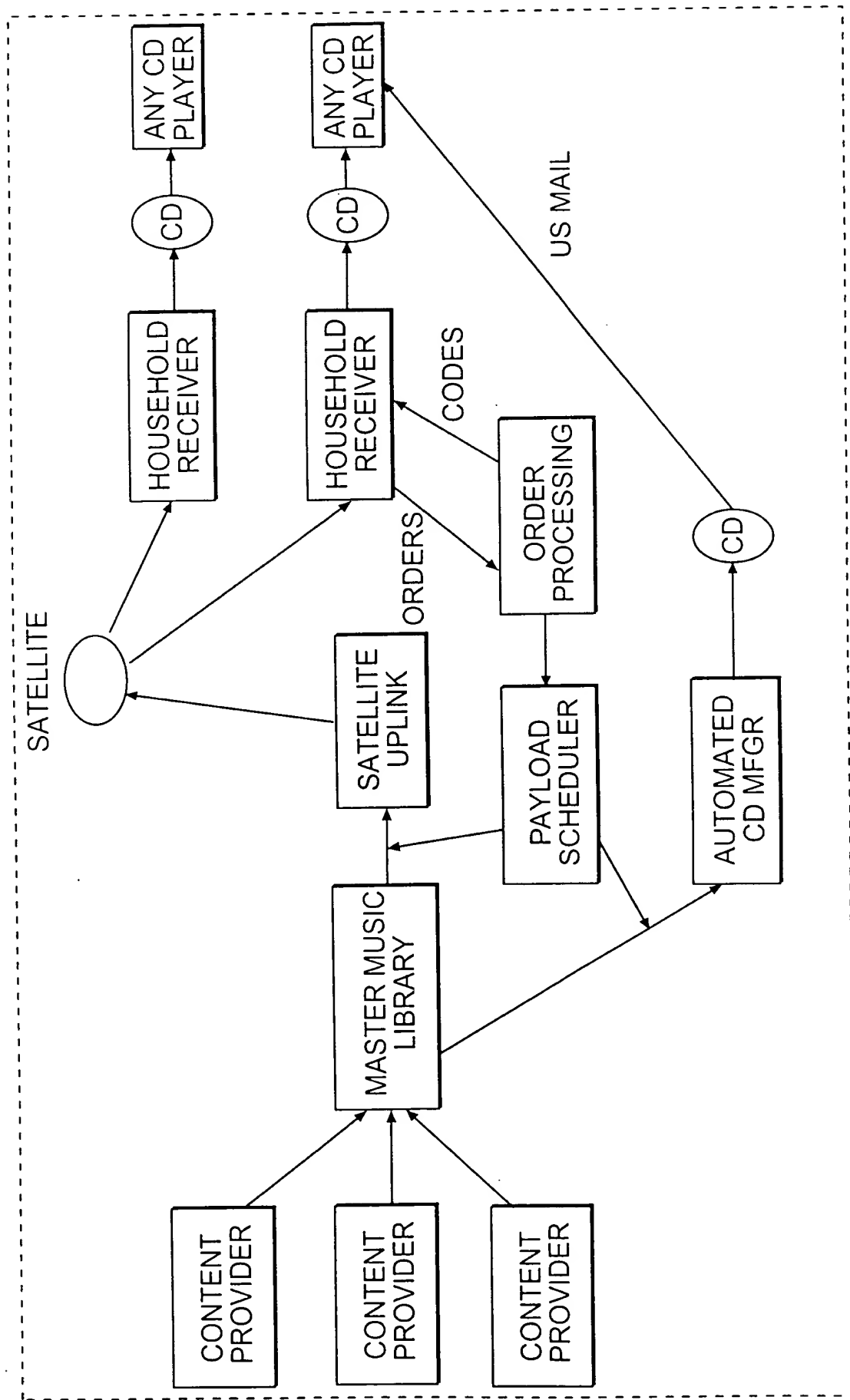


FIG. 4



**FIG. 5**



**FIG. 6**

## STREAMING DURING THE DAY

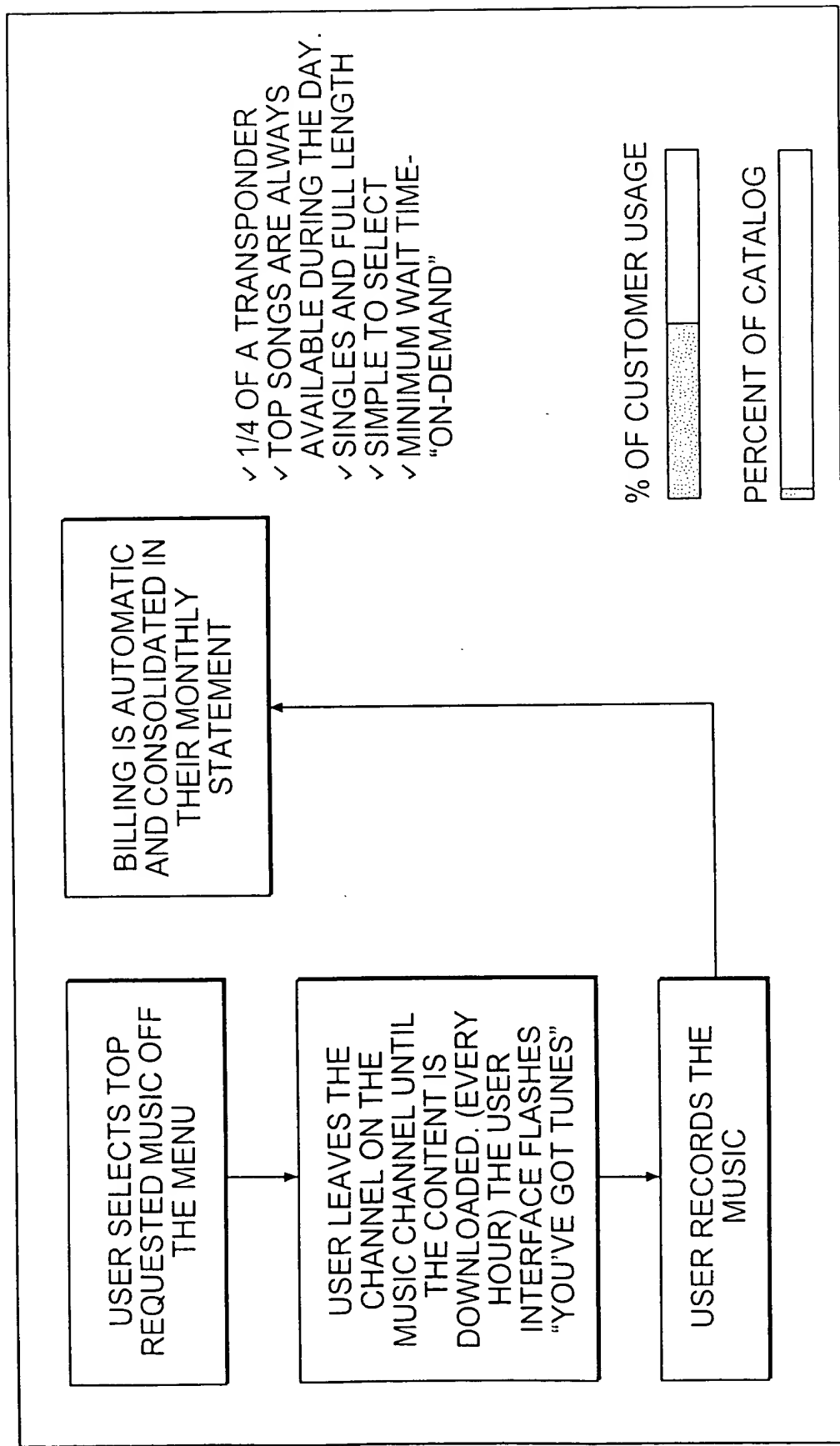


FIG. 7

## FULFILLING ORDERS BY BATCH STREAM AT NIGHT

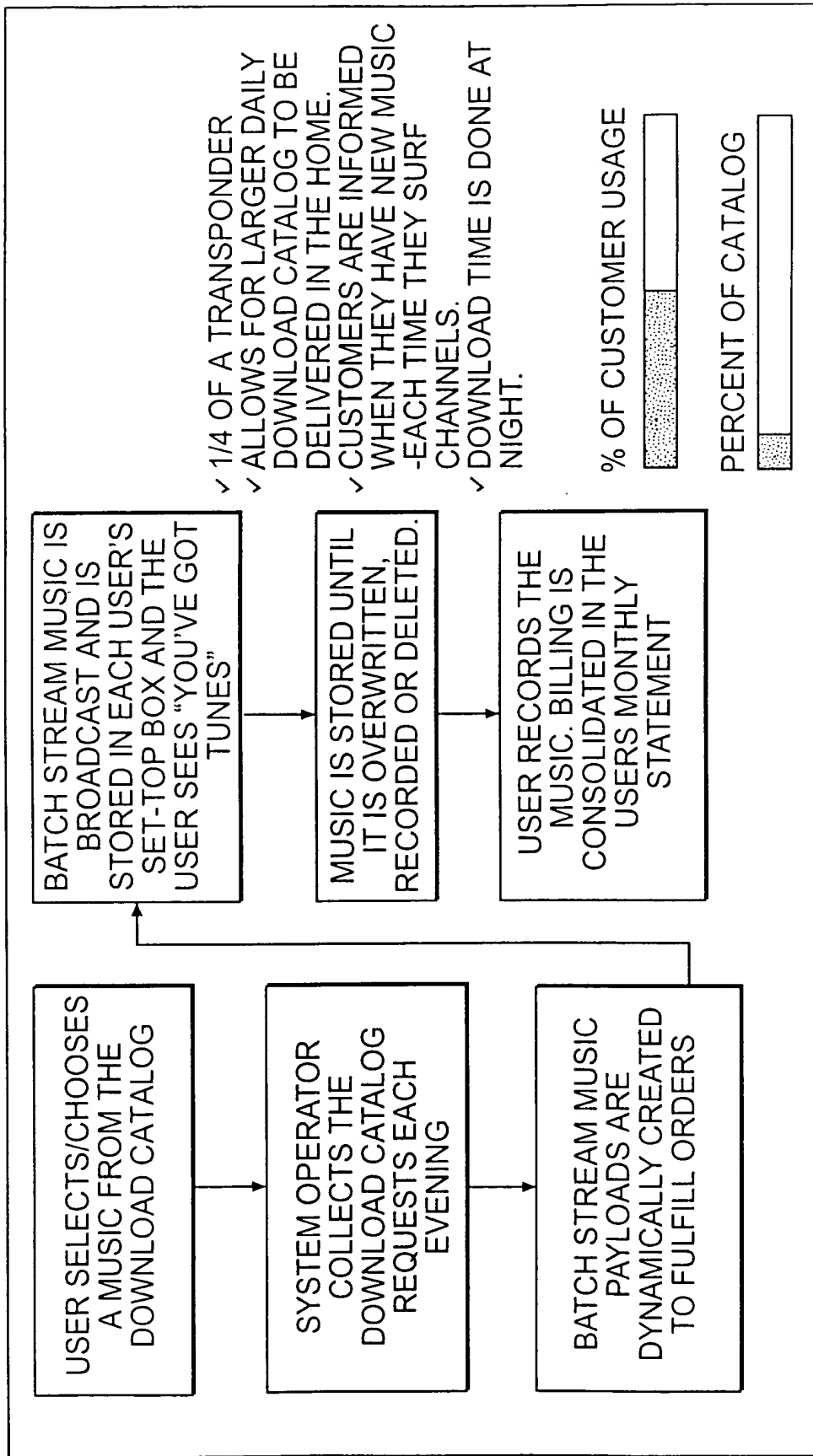


FIG. 8



## SELECT MUSIC STYLE PREFERENCES

- |                                 |                         |                            |
|---------------------------------|-------------------------|----------------------------|
| - <u>ALTERNATIVE</u>            | - <u>COMEDY</u>         | - <u>JAZZ</u>              |
| - <u>BLUES</u>                  | - <u>DANCE &amp; DJ</u> | - <u>LATIN</u>             |
| - <u>BOOKS &amp; SPOKEN</u>     | - <u>EASY LISTENING</u> | - <u>METAL</u>             |
| - <u>CHILDREN'S MUSIC</u>       | - <u>ELECTRONIC</u>     | - <u>NEW AGE</u>           |
| - <u>CHRISTIAN &amp; GOSPEL</u> | - <u>FOLK</u>           | - <u>OPERA &amp; VOCAL</u> |
| - <u>CLASSICAL</u>              | - <u>HIP HOP/RAP</u>    | - <u>POP &amp; ROCK</u>    |
| - <u>COUNTRY</u>                | - <u>INTERNATIONAL</u>  | - <u>R&amp;B/SOUL</u>      |

FIG. 9

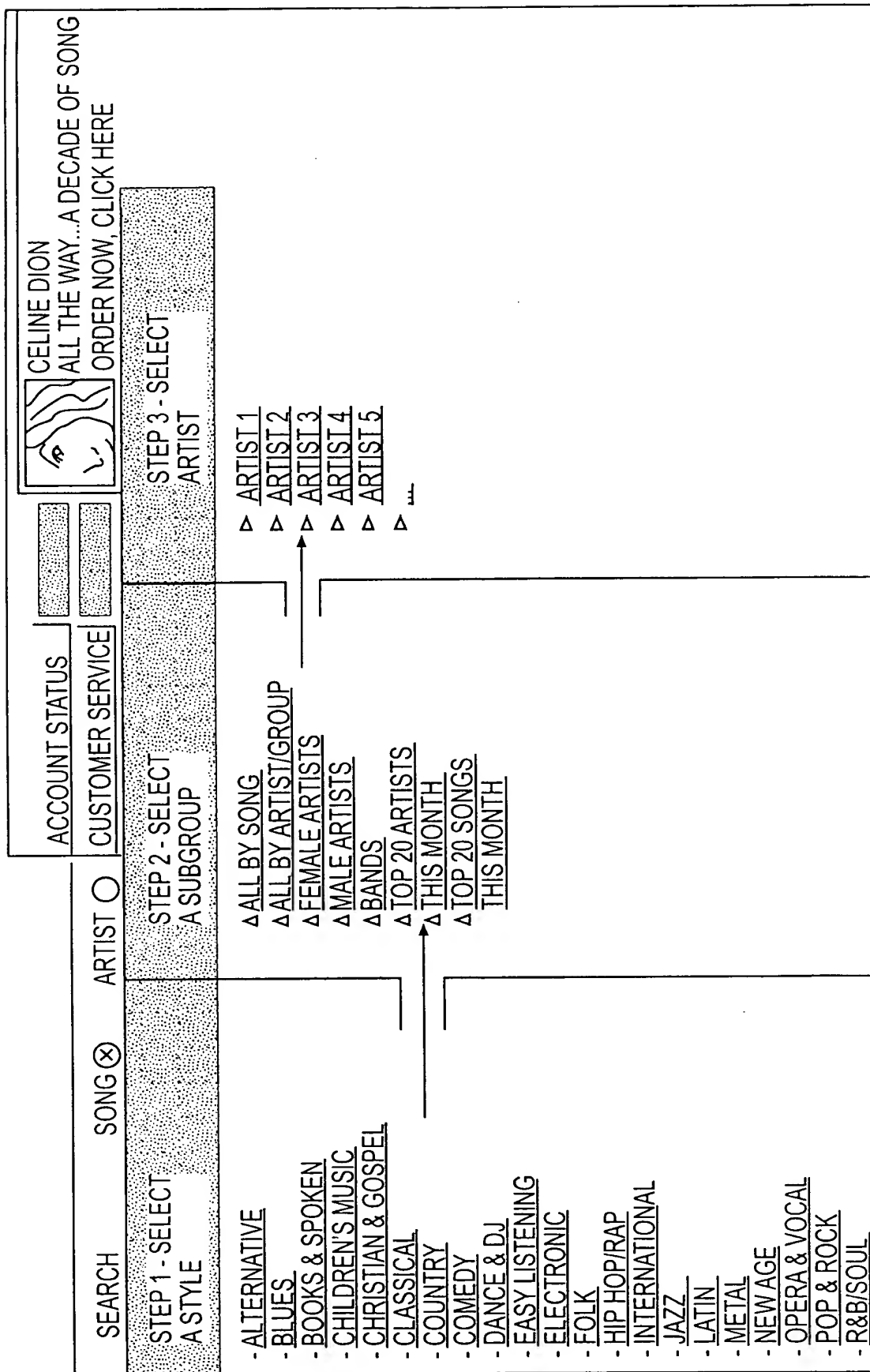


FIG. 10

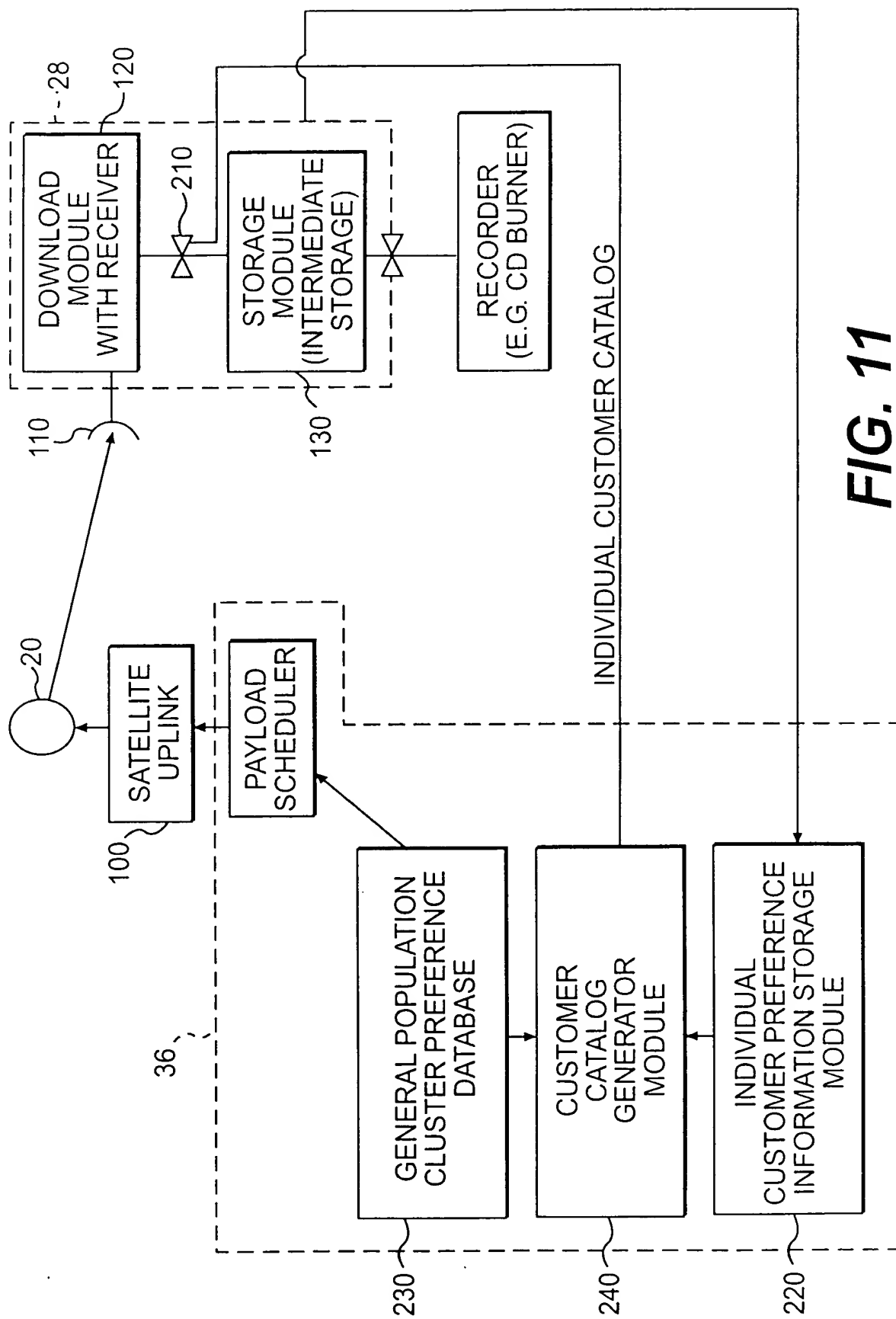


FIG. 11

## PROFILE-BASED STREAMING

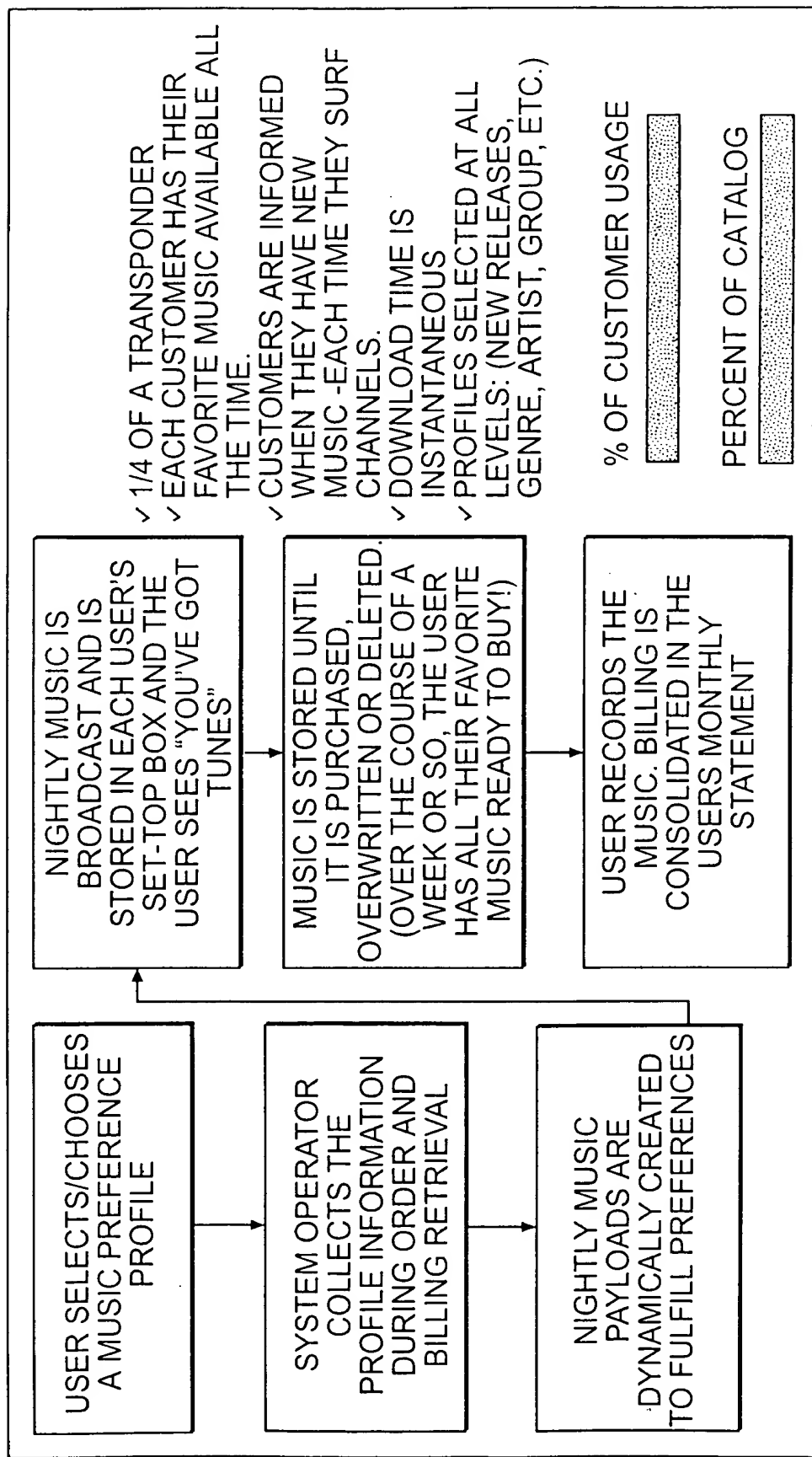


FIG. 12

## PROMOTION-BASED STREAMING

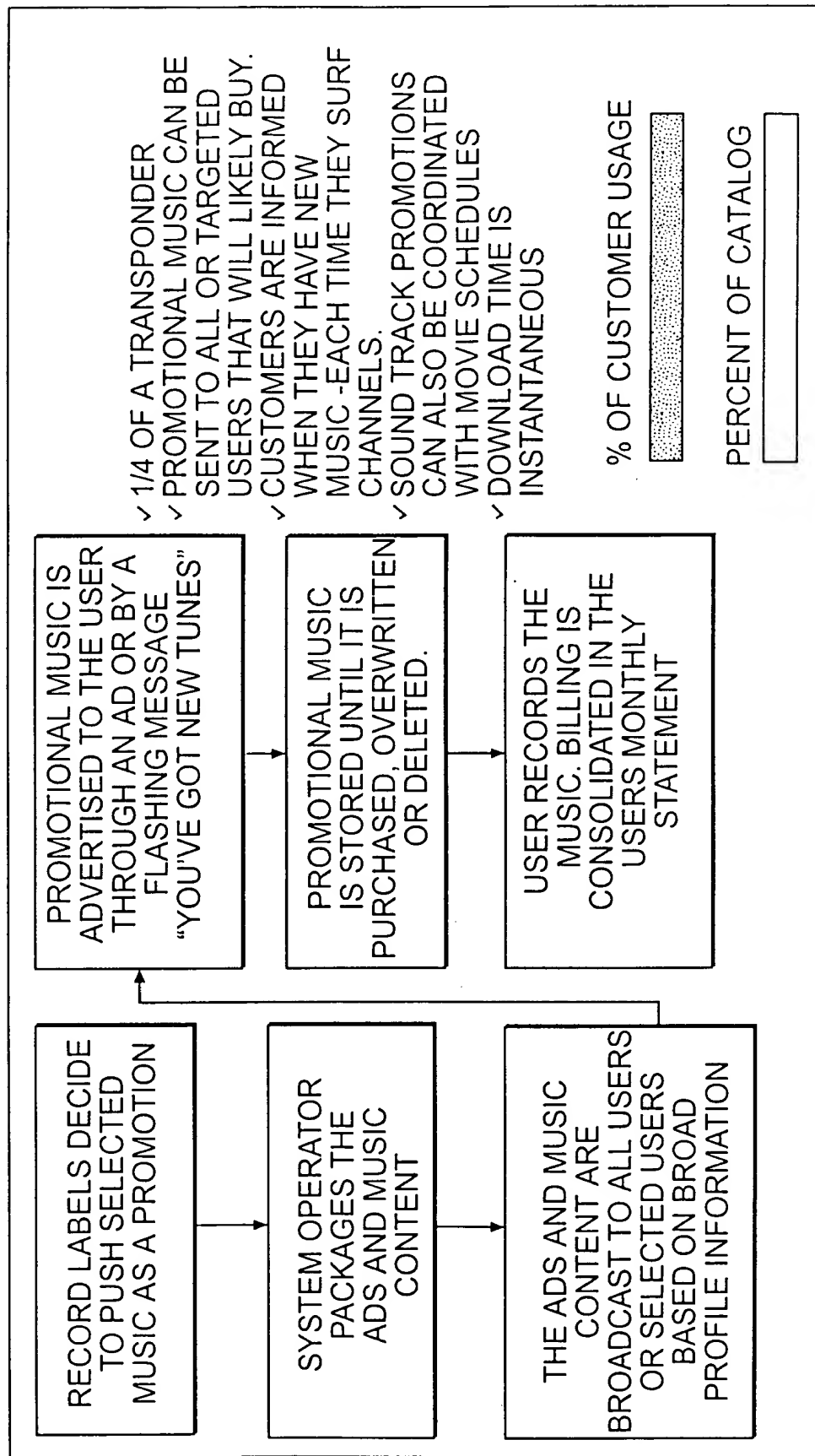
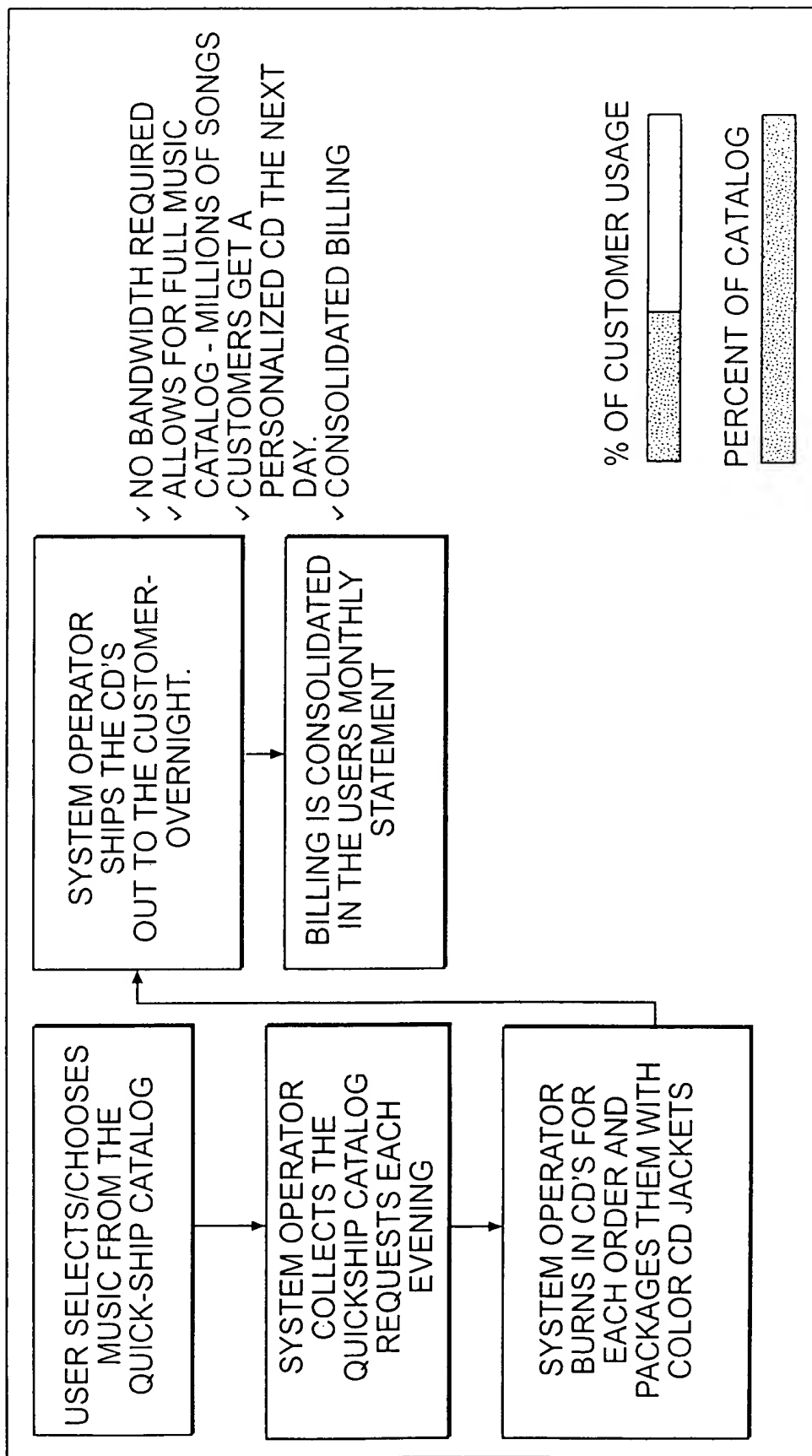


FIG. 13

## QUICK-SHIP OVERNIGHT



**FIG. 14**

|   | CUSTOMERS W/O CD<br>BURNER | CUSTOMERS WITH CD<br>BURNER |
|---|----------------------------|-----------------------------|
| STEAMING DURING THE DAY<br>(TOP RELEASES FROM DOWNLOAD CATALOG)                       |                            | ✓                           |
| BATCH STREAM AT NIGHT<br>(ALL ORDERED RELEASES FROM DOWNLOAD<br>CATALOG)              |                            | ✓                           |
| PROFILE BASED STREAM AT NIGHT<br>(RELEASES FROM FULL LIBRARY "QUICK-SHIP"<br>CATALOG) |                            | ✓                           |
| PROMOTION BASED STREAM<br>(PROMOTIONAL MUSIC PUSHED<br>BY RECORD LABEL)               |                            | ✓                           |
| QUICK-SHIP OVERNIGHT<br>(FULL LIBRARY CATALOG)  | ✓                          | ✓                           |

FIG. 15

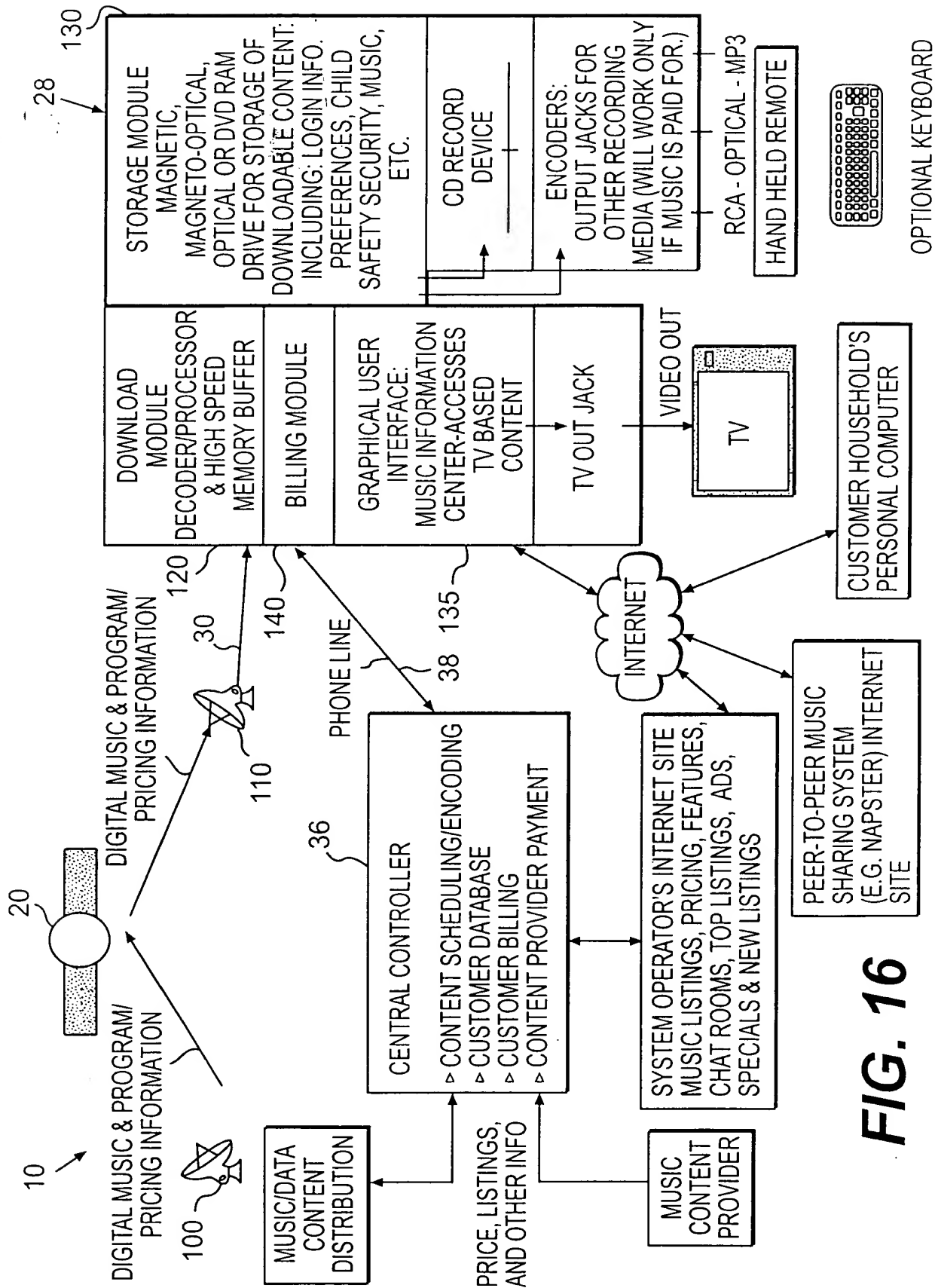


FIG. 16